

UNIVERSITY OF BOLTON

BUSINESS & CREATIVE TECHNOLOGIES

BUSINESS PATHWAY BY DISTANCE LEARNING

HONG KONG - CED (INTAKE 20 & 21)

SEMESTER 2 EXAMINATION 2009//2010

MARKETING MANAGEMENT

MODULE: MKT3001

Date: Saturday 11th September 2010

Time: 2 hours

INSTRUCTIONS TO CANDIDATES:

Attempt Section A and any
TWO questions from
Section B.

Section A is worth 40 marks
and each question from
Section B is worth 30
marks.

No books or materials may
be referred to in the
examination.

Candidates are advised that the examiners attach importance to
legibility of writing and clarity of expression

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Section A (Compulsory)

1. Explain what is meant by the term Strategic Planning Gap and outline and critically evaluate the potential growth opportunities for SBU's attempting to reduce this gap.

(40 marks)

Section B – Answer TWO questions from this section

2. Outline and explain the choices available to a company considering entering overseas markets.

(30 marks)

3. Outline and appraise the factors in setting the communications mix and the methods in arriving at the promotional budget.

(30 marks)

4. What strategies are appropriate at each stage of the product life cycle and what might be the major concerns for a marketing manager dealing with a mature product?

(30 marks)

5. Outline and critically appraise the strategies available to a market leader wishing to maintain its competitive posture.

(30 marks)

6. Critically discuss the key dimensions a marketing manager might employ to segment a consumer market.

(30 marks)

END OF QUESTIONS